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The volume is full of practical suggestions and should prove a valuable guide and reference manual.

R. B. KESTER.

Columbia University.

ADVERTISING AND SALESMANSHIP

FRENCH, GEORGE. *How to Advertise*. Pp. xviii, 279. Price, \$2.00. New York: Doubleday, Page and Company, 1917.

This book is an excellent application to the field of advertising of the principles of art, optics, ethics and psychology. Mr. French has injected the spirit of advertising without waste into every page. He makes the reader feel that advertising has reached a stage of development where its recognition as a significant factor in an economic program is to be justified accordingly as selling results are obtained in accord with the principles of science and art. Students of advertising cannot but be imbued with the necessity and importance of a high critical standard in the development of more intelligent advertising. This book is to be classified as one in which the general principles involved in the physical factors of successful advertising are discussed rather than as an exposition of advertising campaigns. Its general spirit is to develop the critical factor of the advertiser himself. The book will have a worthy place in every business man's library.

H. W. H.

MAHIN, JOHN LEE. *Advertising: Selling the Consumer*. Pp. xxvi, 298. Price, \$2.00. New York: Doubleday, Page and Company, 1916.

The author reviews the economic and social factors related to selling. He emphasizes the mediums and English of advertising rather than purely psychological principles. The power of personal salesmanship and the need of individual initiative are shown in relation to middleman and consumer. The present business organization from producer to distributor is seen to be that of profit yielding according as the group spirit is understood by the advertiser in telling his message.

This book is one of the few dynamic advertising books in the field at the present time.

H. W. H.

BANKING INVESTMENTS AND FINANCE

BABSON, ROGER W. *Business Barometers used in the Accumulation of Money*. Pp. 425. Price, \$2.00. Wellesley Hills: Babson's Statistical Organization, 1916.

This is the ninth edition of a work intended to explain the author's conception of the statistical method to be followed in arriving at a numerical measure of prosperity and depression in trade and business, and to demonstrate the practicability of applying the results thus attained to the achievement of success in merchandising, banking and investment.